



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Knox
Kentucky**

BRIEFING OUTLINE

Fort Knox

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

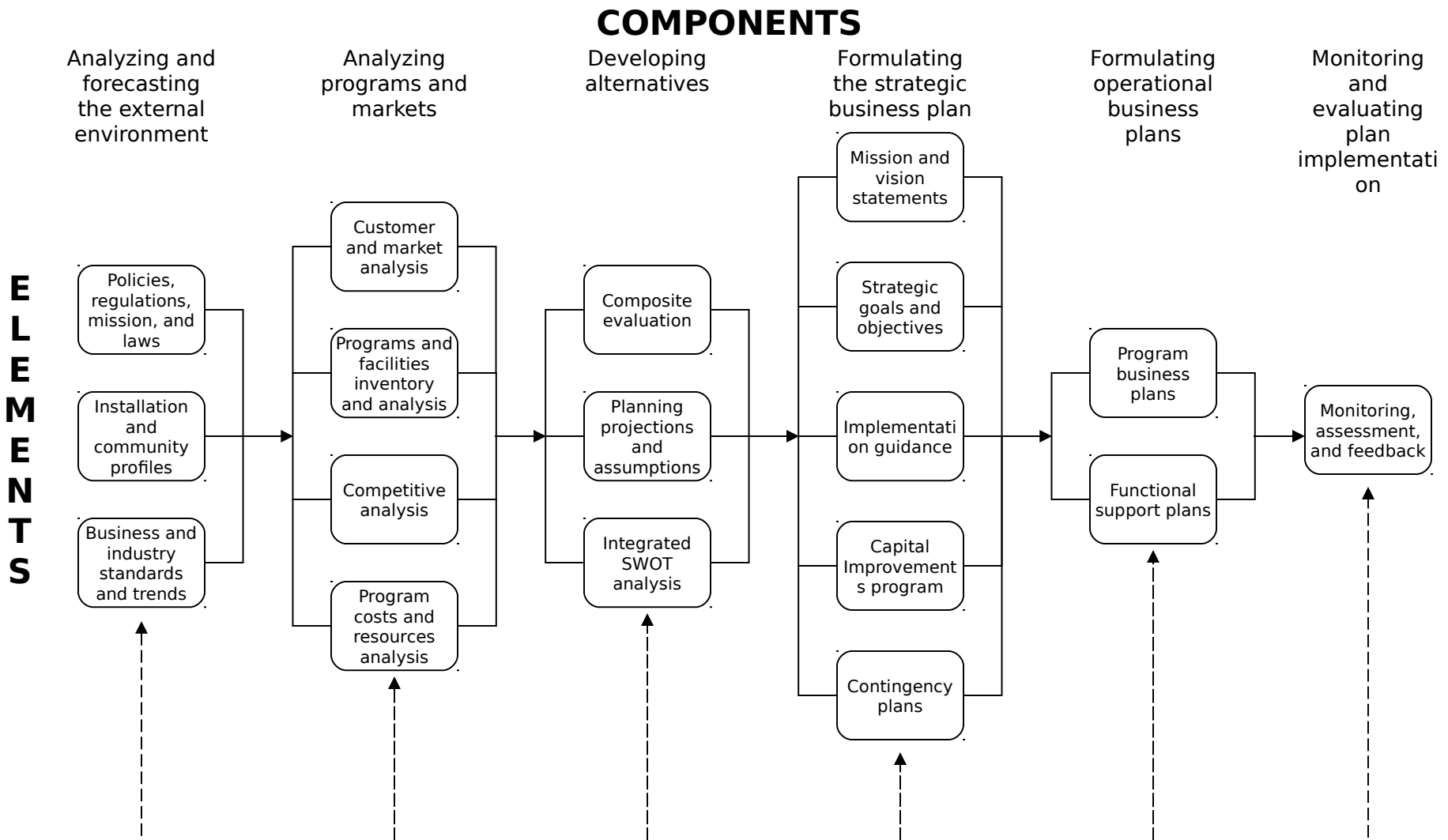
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Knox

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,729 surveys were distributed at Fort Knox



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Knox

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Knox:					
Active Duty	5,674	1,203	540	44.89 %	±4.01%
Spouses of Active Duty	3,732	1,472	222	15.08 %	±6.38%
Civilian Employees	3,264	885	197	22.26 %	±6.77%
Retirees	5,588	1,169	292	24.98 %	±5.58%
Total	18,258	4,729	1,251	26.45 %	±2.67%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

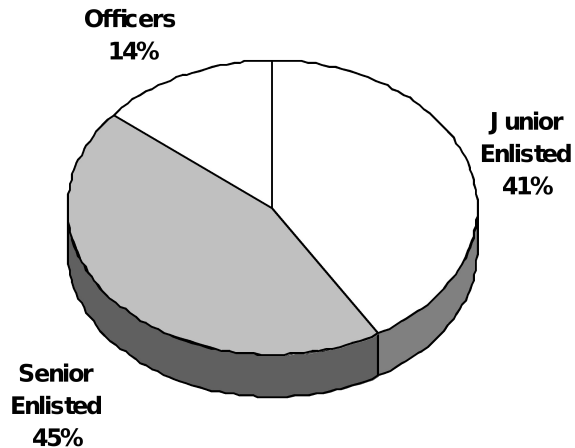
PATRON SAMPLE*

Fort Knox

RESPONDENT POPULATION SEGMENTS

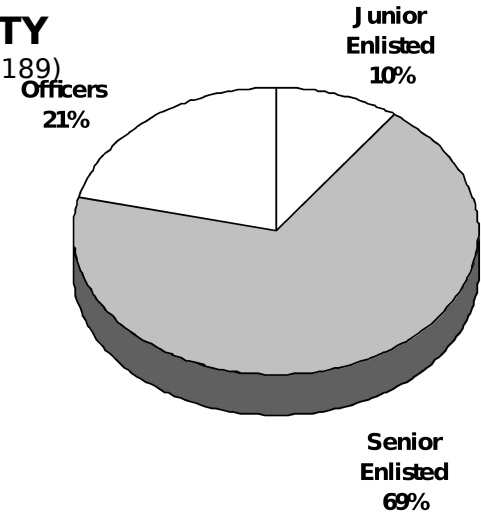
ACTIVE DUTY

(n = 508)



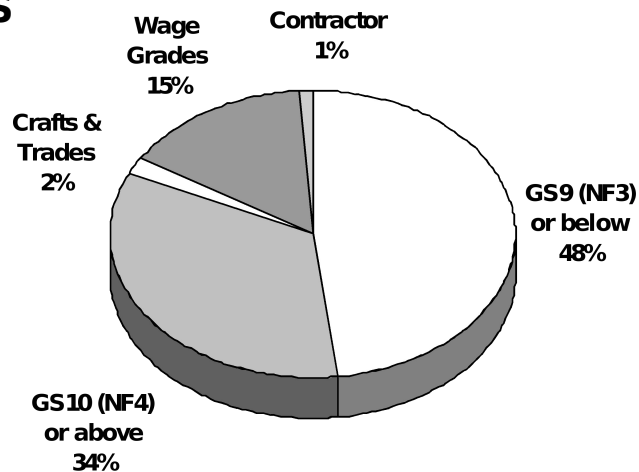
SPOUSES OF ACTIVE DUTY

(n = 189)



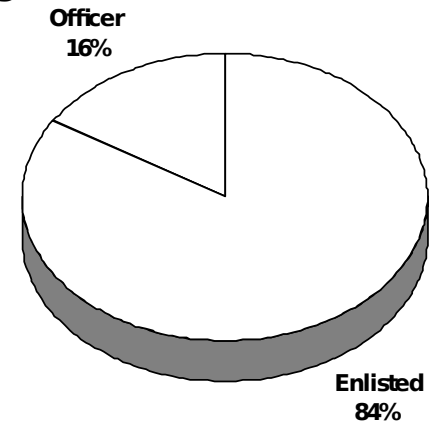
CIVILIANS

(n = 190)



RETIREES

(n = 209)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Knox

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT KNOX

Fort Knox

MOST FREQUENTLY USED FACILITIES

Library	40%
Fitness Center/Gymnasium	40%
Bowling Center	30%
Swimming Pool	26%
Bowling Food & Beverage	26%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
School Age Services	5%
Bowling Pro Shop	7%
Youth Center	7%
Child Development Center	8%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT KNOX*

Fort Knox

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Child Development Center	4.32
Golf Course	4.29
ITR - Commercial Travel Agency	4.27
Library	4.26
Bowling Center	4.22

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.69
Recreation/Community Activity Ctr.	3.83
School Age Services	3.83
Youth Center	3.83
Bowling Pro Shop	3.87

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT KNOX*

Fort Knox

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course Pro Shop	4.27
Golf Course	4.26
Child Development Center	4.25
Golf Course Food & Beverage	4.21
Bowling Center	4.13

FACILITIES WITH LOWEST QUALITY RATINGS*

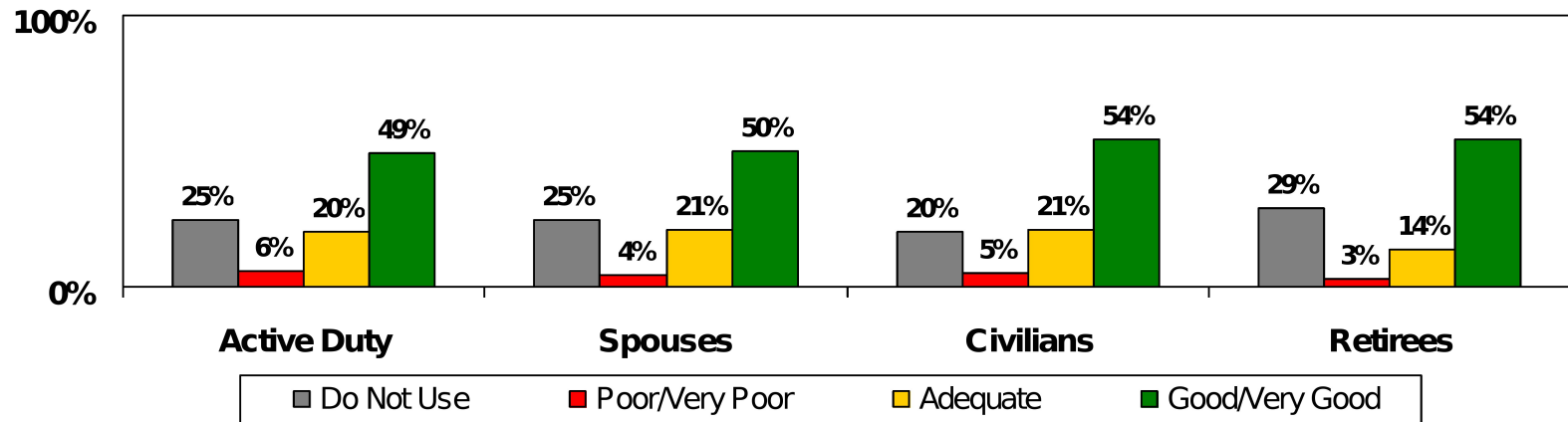
Multipurpose Sports/Tennis Center	3.51
Post Picnic Area	3.70
School Age Services	3.74
Recreation/Community Activity Ctr.	3.77
Arts & Crafts Center	3.77

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

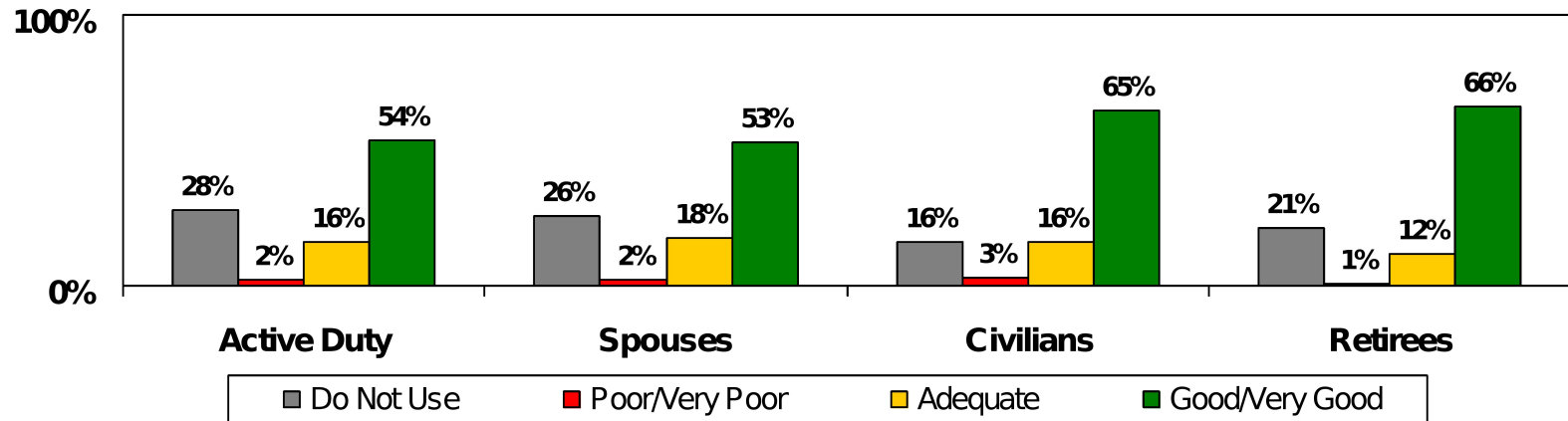
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Knox

Quality of On-Post Services



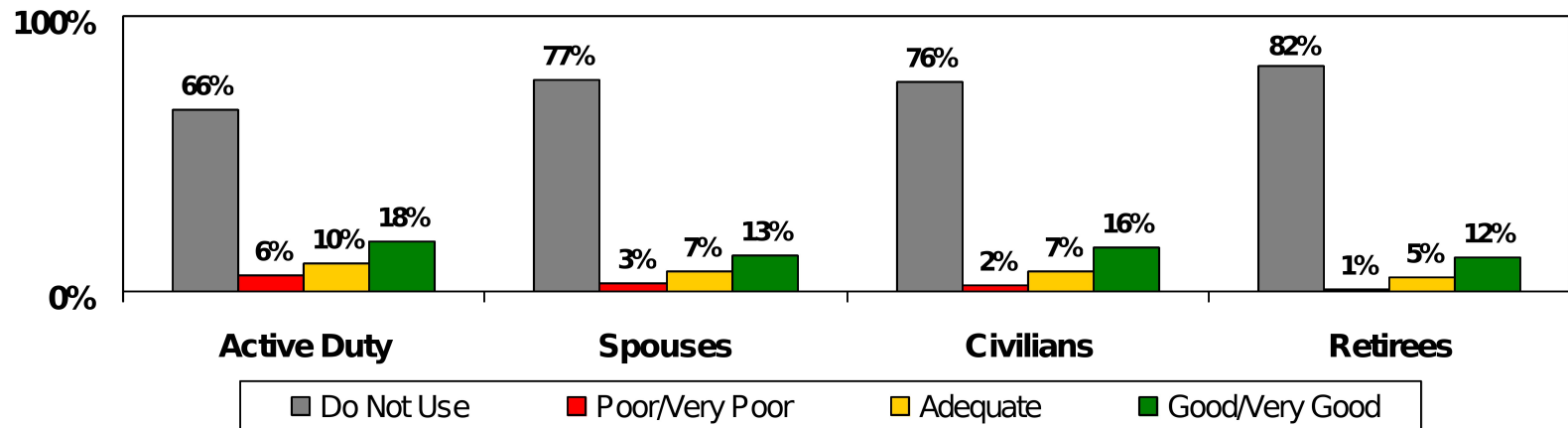
Quality of Off-Post Services



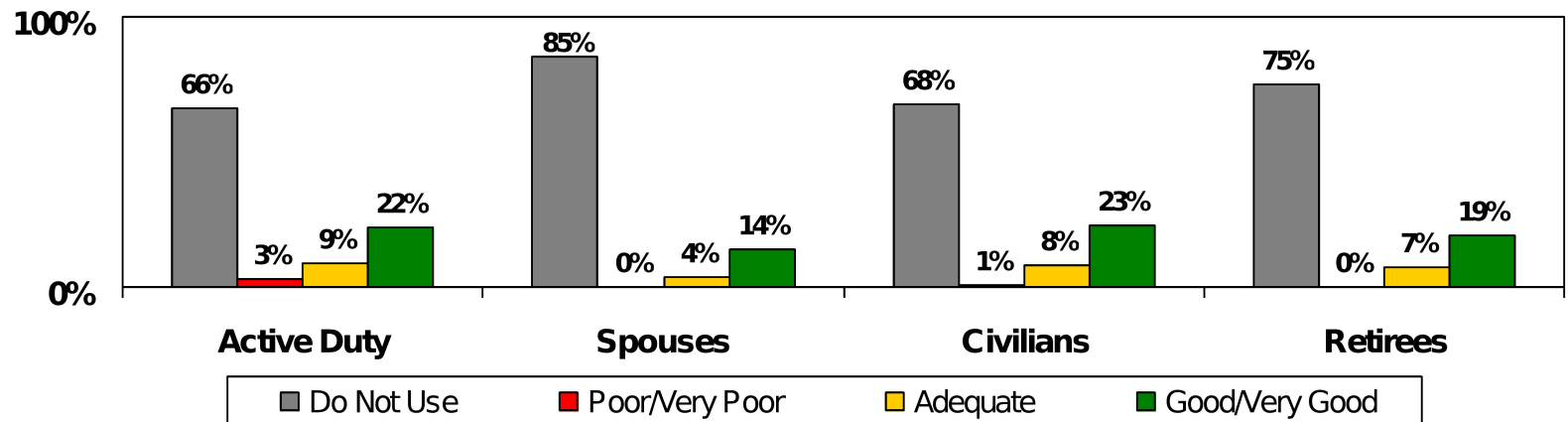
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Knox

Quality of On-Post Services



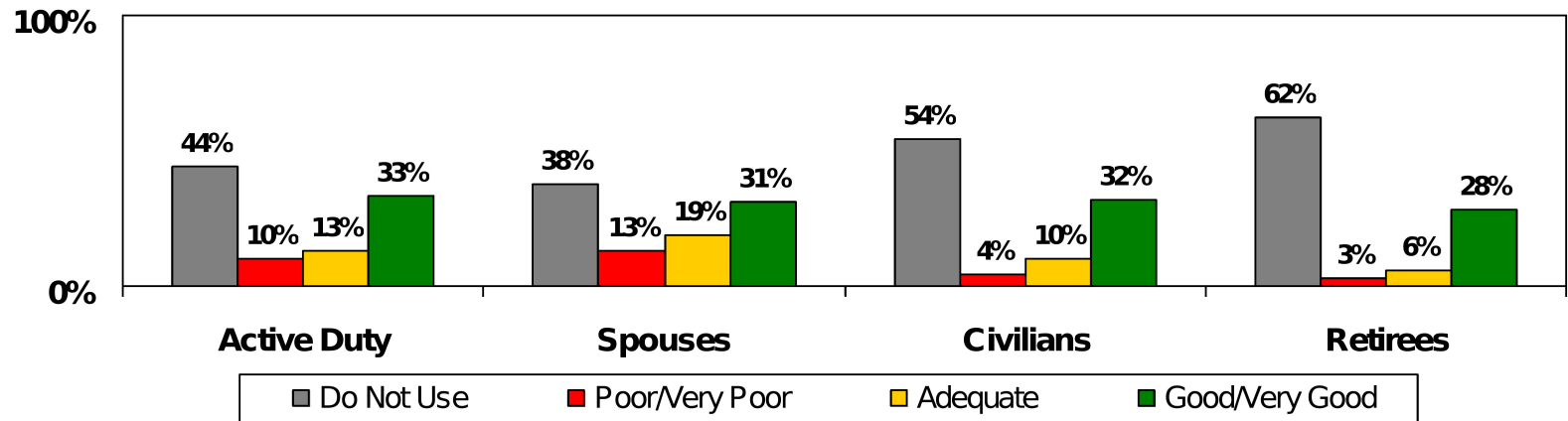
Quality of Off-Post Services



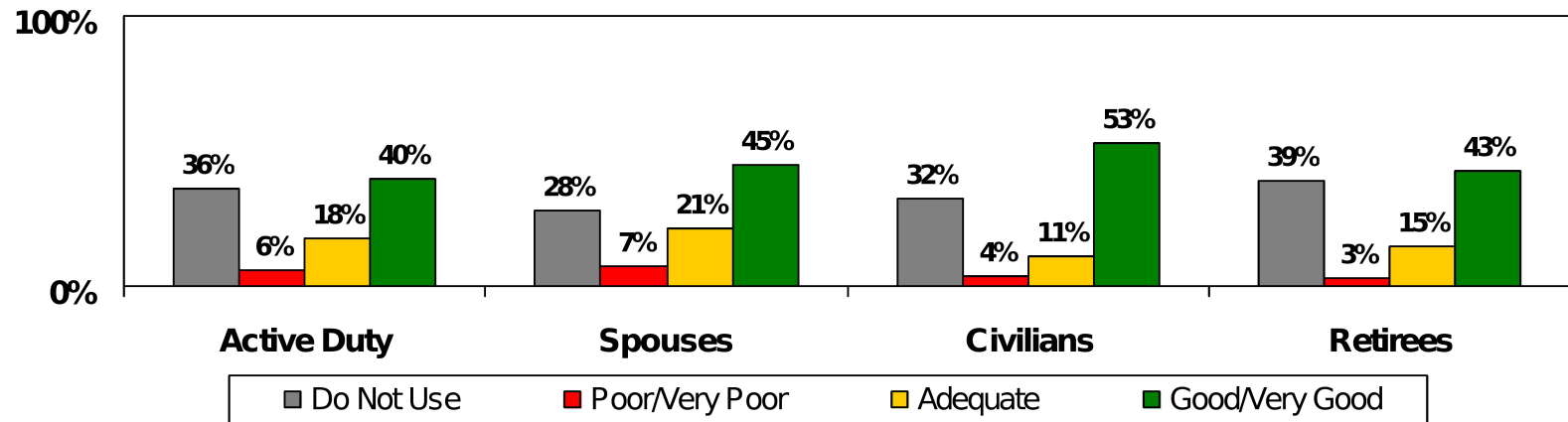
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Knox

Quality of On-Post Services

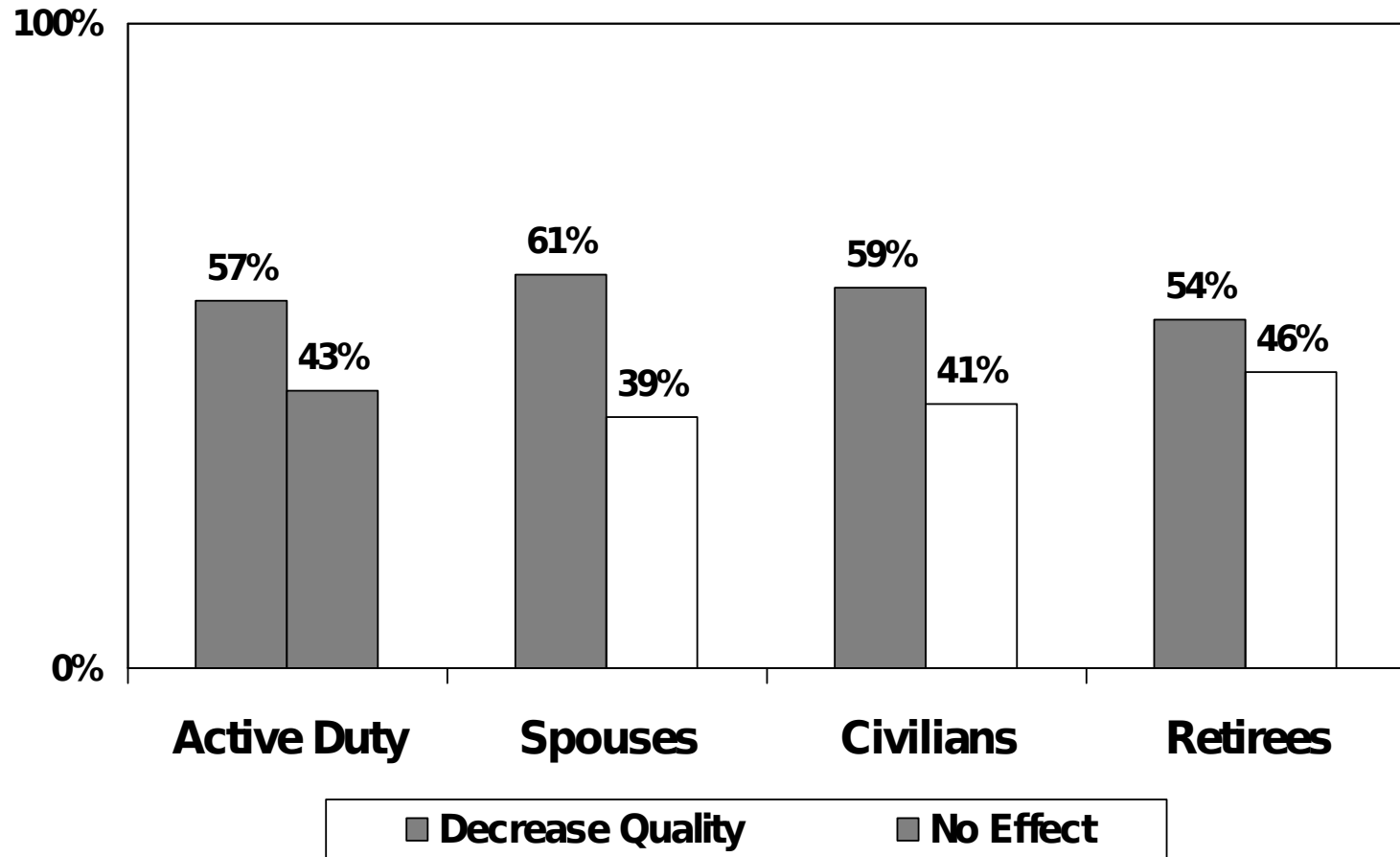


Quality of Off-Post Services



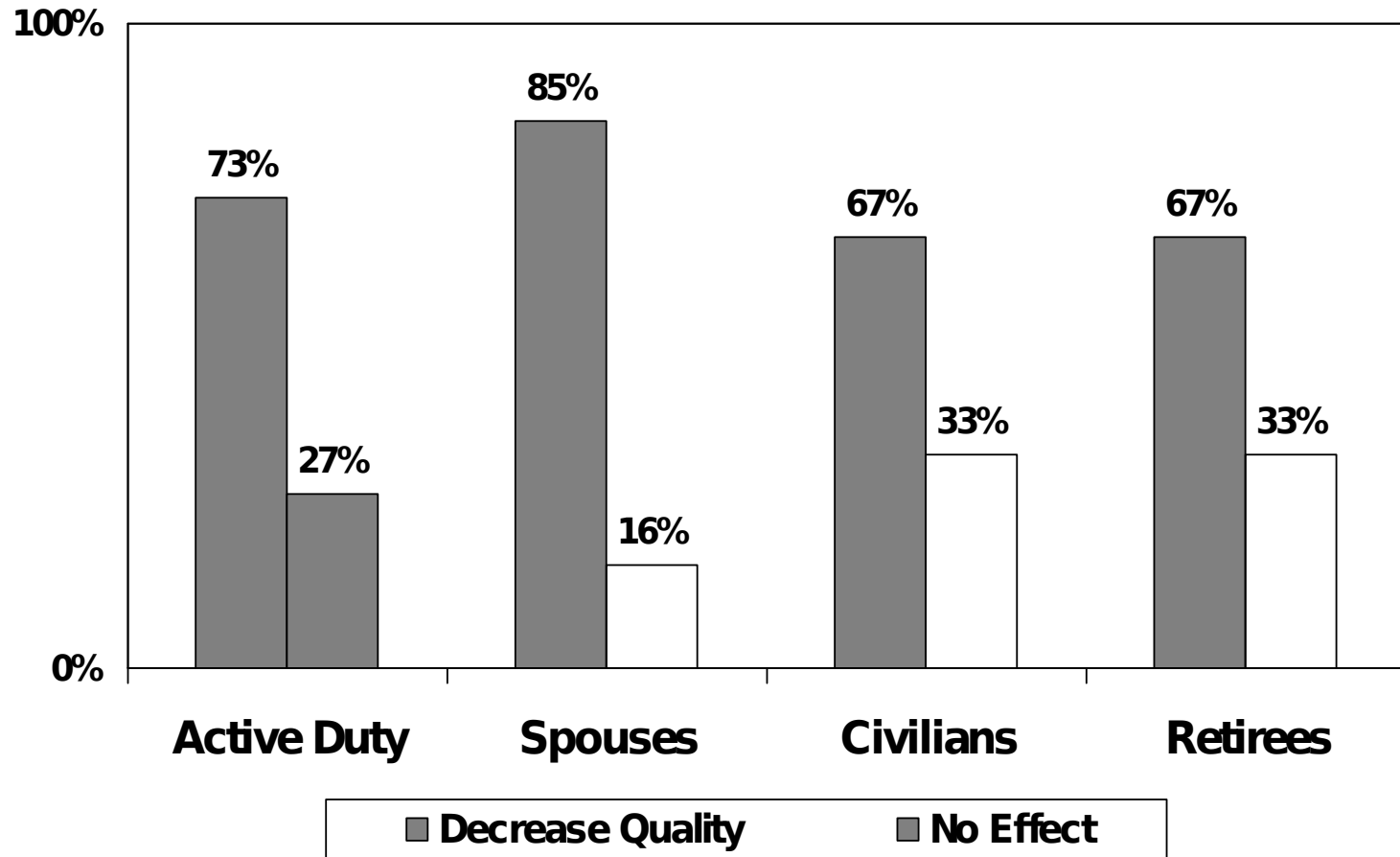
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Knox



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Knox

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	71%
Fitness Center/Gymnasium	67%
Library	64%
Child Development Center	55%
Youth Center	52%
Swimming Pool	45%
School Age Services	40%

RV Park	64%
Golf Course Pro Shop	55%
Bowling Pro Shop	53%
Arts & Crafts Center	49%
Marina	45%
Car Wash	44%
Golf Course Food & Beverage	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Knox

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	15%	26%	11%	17%
E-mail	35%	16%	63%	16%	30%
Friends and neighbors	28%	43%	20%	31%	31%
Family Readiness Groups (FRGs)	9%	14%	3%	2%	7%
Bulletin boards on post	31%	21%	30%	23%	27%
Post newspaper	37%	64%	60%	65%	55%
MWR publications	18%	17%	32%	15%	19%
Radio	6%	3%	10%	11%	7%
Television	7%	3%	5%	9%	6%
My child(ren) let(s) me know	6%	7%	1%	1%	4%
Other unit members or co-workers	27%	12%	26%	11%	19%
Unit or post commander or supervisor	18%	7%	8%	2%	9%
Marquees/billboards	12%	19%	18%	16%	16%
Flyers	29%	26%	36%	27%	29%
Other	8%	8%	5%	6%	7%
I never hear anything	12%	8%	4%	13%	10%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Knox

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	82%	85%
Better Opportunities for Single Soldiers	48%	N/A
Army Community Service	49%	49%
MWR Programs and Services	71%	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Knox

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	62%	70%	30%
Outreach programs	58%	54%	46%
Family Readiness Groups	69%	64%	36%
Relocation Readiness Program	68%	74%	26%
Family Advocacy Program	68%	59%	41%
Crisis intervention	59%	57%	43%
Money management classes, budgeting assistance	68%	64%	36%
Financial counseling, including tax assistance	70%	67%	33%
Consumer information	51%	55%	45%
Employment Readiness Program	57%	60%	40%
Foster child care	45%	43%	57%
Exceptional Family Member Program	66%	61%	39%
Army Family Team Building	63%	60%	40%
Army Family Action Plan	57%	58%	42%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Knox

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	94%	6%
Outreach programs	56%	86%	14%
Family Readiness Groups	76%	79%	21%
Relocation Readiness Program	72%	92%	8%
Family Advocacy Program	69%	86%	14%
Crisis intervention	53%	80%	20%
Money management classes, budgeting assistance	62%	87%	13%
Financial counseling, including tax assistance	64%	91%	9%
Consumer information	35%	70%	30%
Employment Readiness Program	64%	80%	20%
Foster child care	26%	100%	0%
Exceptional Family Member Program	65%	84%	16%
Army Family Team Building	58%	94%	6%
Army Family Action Plan	48%	90%	10%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Knox

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	51%	35%
Personal job performance/readiness	48%	30%
Unit cohesion and teamwork	49%	40%
Unit readiness	50%	46%
Relationship with my spouse	44%	30%
Relationship with my children	46%	39%
My family's adjustment to Army life	50%	59%
Family preparedness for deployments	52%	51%
Ability to manage my finances	45%	23%
Feeling that I am part of the military community	45%	46%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Knox

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	75%	88%
Helps minimize lost duty/work time due to lack of child care/youth services	77%	87%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	56%
Allows me to work outside my home	67%	73%
Allows me to work at home	61%	56%
Offers me an employment opportunity within the CYS program	63%	50%
Allows me/my spouse to better concentrate on my/our job(s)	75%	66%
Provides positive growth and development opportunities for my children	80%	89%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Knox

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	54%
Personal job performance/readiness	52%
Unit cohesion and teamwork	49%
Unit readiness	48%
Ability to manage my finances	51%
Feeling that I am part of the military community	48%
Relationship with my children (single parents)	49%
My family's adjustment to Army life (single parents)	50%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Knox

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	60%
Entertaining guests at home	54%
Internet access/applications (home)	49%
Going to movie theaters	45%
Walking	38%
Reading	35%
Special family events	34%
Gardening	34%
Automotive maintenance/repair	30%
Reference/research services	29%

Top 5 for Spouses of Active Duty

Entertaining guests at home	71%
Internet access/applications (home)	68%
Going to movie theaters	68%
Watching TV, videotapes, and DVDs	62%
Walking	55%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	59%
Internet access/applications (home)	55%
Walking	49%
Gardening	46%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	47%
Entertaining guests at home	40%
Going to movie theaters	37%
Internet access/applications (home)	36%
Running/jogging	32%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	69%
Entertaining guests at home	50%
Internet access/applications (home)	45%
Walking	41%
Gardening	39%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Knox

Team Sports

Basketball	10%
Softball	8%
Soccer	7%
Touch/flag football	5%
Volleyball	4%

Outdoor Recreation

Fishing	25%
Going to beaches/lakes	22%
Picnicking	22%
Camping/hiking/backpacking	18%
Bicycle riding/mountain biking	14%

Social

Entertaining guests at home	54%
Special family events	34%
Night clubs/lounges	22%
Dancing	21%
Happy hour/social hour	17%

Sports and Fitness

Walking	38%
Cardiovascular equipment	29%
Bowling	25%
Running/jogging	23%
Weight/strength training	23%

Entertainment

Watching TV, videotapes, and DVDs	60%
Going to movie theaters	45%
Festivals/events	26%
Attending sports events	24%
Plays/shows/concerts	23%

Special Interests

Internet access/applications (home)	49%
Gardening	34%
Automotive detailing/washing	30%
Automotive maintenance & repair	28%
Computer games	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Knox

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	35%	N/A	35%
Reference/research services	26%	N/A	26%
Internet access (library)	25%	N/A	25%
Multi-media (videos, DVDs, CDs)	25%	N/A	25%
Watching TV, videotapes, and DVDs	22%	37%	60%
Study/self development	22%	N/A	22%
Bowling	20%	5%	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

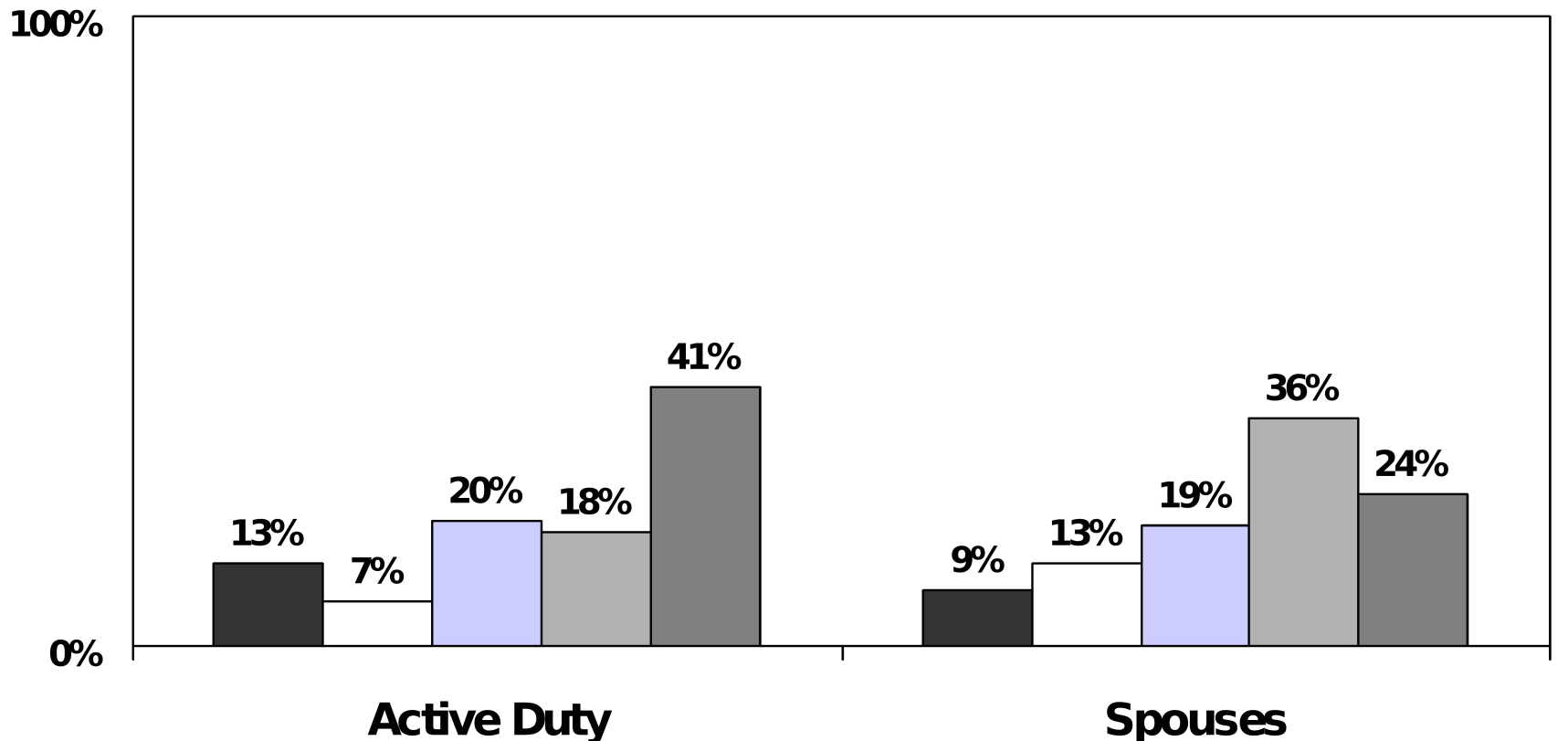
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	3%	40%	49%
Gardening	2%	3%	29%	34%
Automotive detailing/washing	7%	8%	14%	30%
Automotive maintenance & repair	7%	10%	12%	28%
Computer games	1%	2%	21%	24%
Digital photography	1%	4%	17%	22%
Trips/touring	1%	12%	0%	13%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

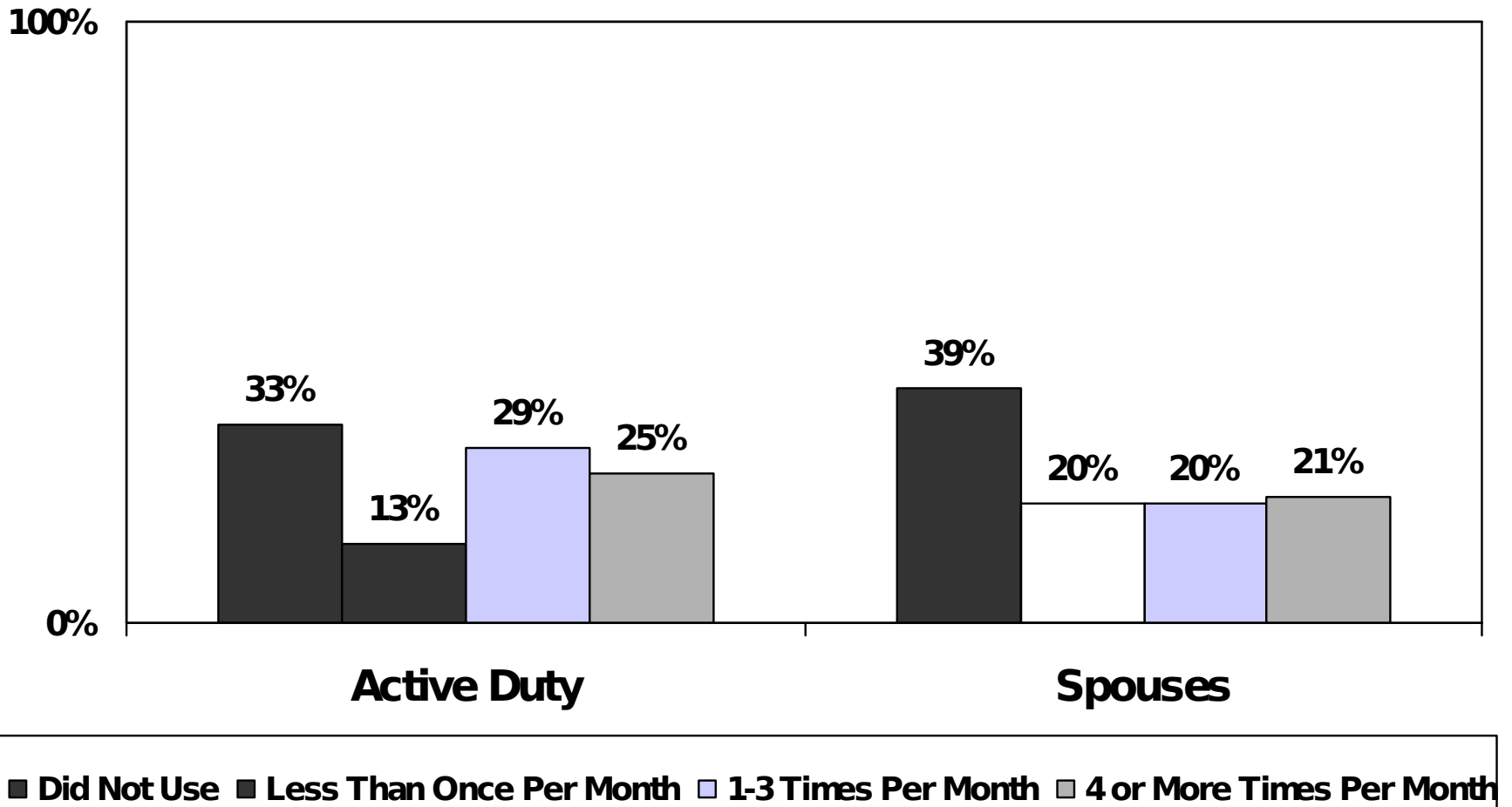
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

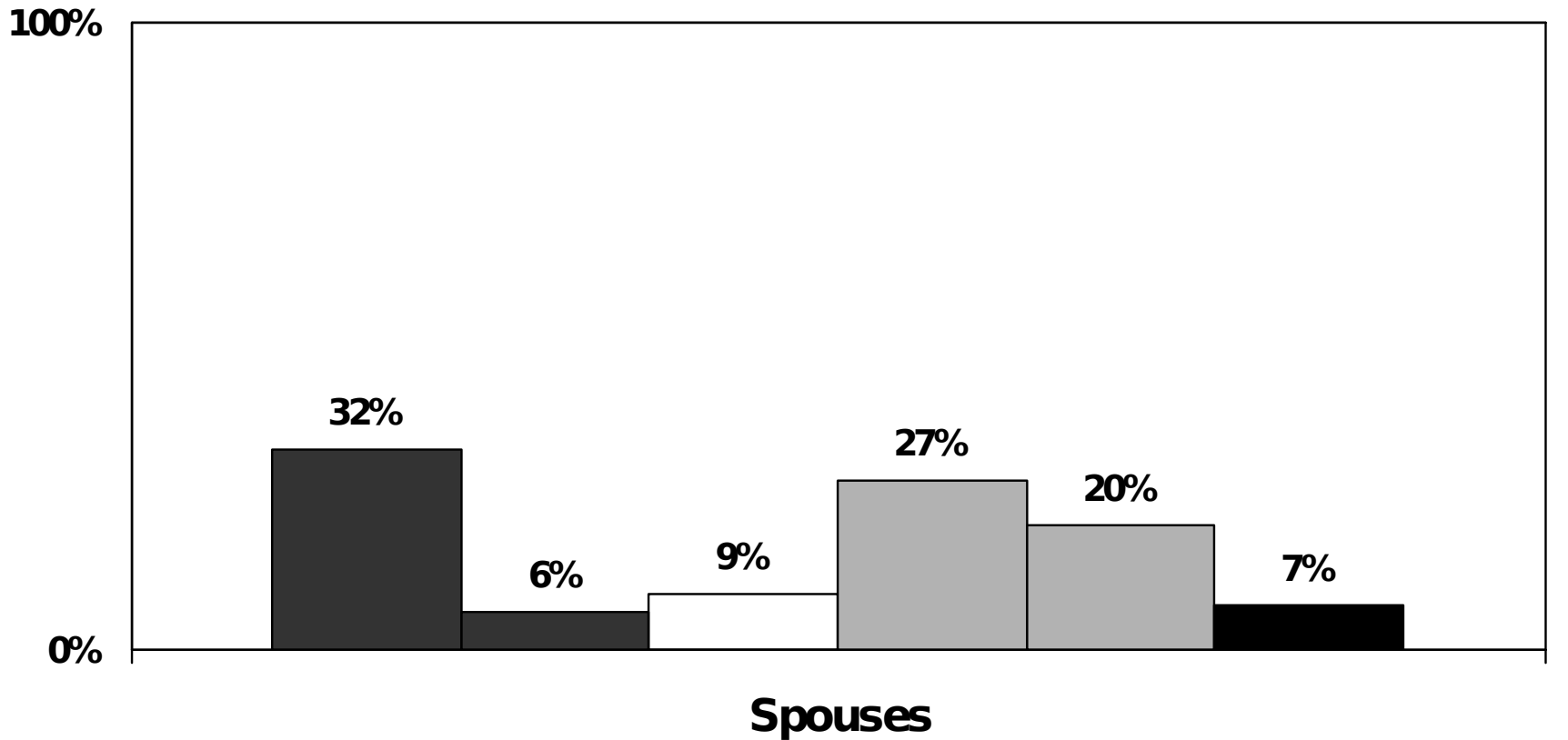
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Knox



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Knox



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Knox

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	8%
Undecided	20%
Probably will make military a career	18%
Definitely will make military a career	38%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	12%
Yes	79%

NEXT STEPS

Fort Knox

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)